

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Adobe Systems Incorporated

Application No./Patent No.: 10/799,665 Filed/Issue Date: 2/27/2004

Entitled: Method and System for Collecting Online Merchandising Data

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest, or  
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

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OR

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4 From: Silicon Valley Bank To: Offermatica Corporation

The document was recorded in the United States Patent and Trademark Office at  
Reel 020314, Frame 0380, or for which a copy thereof is attached.

5 From: Offermatica Corporation To: Omniture, Inc.

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Reel 022008, Frame 0225, or for which a copy thereof is attached.

6 From: Offermatica Corporation To: Wells Fargo Foothill, LLC

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The undersigned (whose title is printed below) is authorized to act on behalf of the assignee.

Lori Behun  
Signature

1-5-10  
Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

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OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

7. From: Wells Fargo Foothill, LLC.To: Offermatica, Inc.

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Reel 023530, Frame 0281 or for which a copy thereof is attached.8. From: XXXX

To: \_\_\_\_\_

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9. From: Omniture, Inc.To: Adobe Systems Incorporated

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Signature

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

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## Assignments on the Web &gt; Patent Query

## Patent Assignment Abstract of Title

**NOTE: Results display only for issued patents and published applications.  
For pending or abandoned applications please consult USPTO staff.**

## Total Assignments: 8

Patent #: NONE

Issue Dt:

Application #: 10789665

Filing Dt: 02/27/2004

Publication #: 20050192873

Pub Dt: 09/01/2005

Inventors: Matthew J. N. C. Roche, Benjamin Eric Pearson

Title: Method and system for collecting online merchandising data

## Assignment: 1

Reel/Frame: 015502/0056

Recorded: 07/20/2004

Pages: 3

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: ROCHE, MATTHEW J.N.C.

Exec Dt: 04/16/2004

PEARSON, BENJAMIN ERIC

Exec Dt: 04/19/2004

Assignee: FORT POINT PARTNERS, INC.

PIER ONE BAY THREE

SAN FRANCISCO, CALIFORNIA 94111

Correspondent: IMSCIENCES

WILFRED LAM

P.O. BOX 1169

LOS ALTOS, CA 94023-1169

## Assignment: 2

Reel/Frame: 018106/0614

Recorded: 08/31/2006

Pages: 5

Conveyance: MERGER (SEE DOCUMENT FOR DETAILS).

Assignor: FORT POINT PARTNERS, INC.

Exec Dt: 06/30/2005

Assignee: GFFERMATICA CORPORATION

PIER ONE BAY THREE

SAN FRANCISCO, CALIFORNIA 94111

Correspondent: KOURTNEY SCHROCK

650 CASTRO ST.

SUITE 220

MOUNTAIN VIEW, CA 94041

## Assignment: 3

Reel/Frame: 020927/0198

Recorded: 10/29/2007

Pages: 8

Conveyance: SECURITY AGREEMENT

Assignor: GFFERMATICA CORPORATION

Exec Dt: 10/26/2007

Assignee: SILICON VALLEY BANK

3003 TASMAN DRIVE

SANTA CLARA, CALIFORNIA 95054

Correspondent: JAMES HUNT YANCEY, JR.

TROUTMAN SANDERS LLP

600 PEACHTREE STREET, SUITE 5200

ATLANTA, GA 30308

## Assignment: 4

Reel/Frame: 020314/0380

Recorded: 12/26/2007

Pages: 2

**Conveyance:** RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).

**Assignor:** SILICON VALLEY BANK

**Exec Dt:** 12/19/2007

**Assignee:** OFFERMATICA CORPORATION

PIER 1 BAY THREE  
SAN FRANCISCO, CALIFORNIA 94111

**Correspondent:** SILICON VALLEY BANK

COLLATERAL #F151  
3003 TASMAN DRIVE  
SANTA CLARA, CA 95054

**Assignment: 5**

**Reel/Frame:** 023008/0225

**Recorded:** 12/19/2008

**Pages:** 5

**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

**Assignor:** OFFERMATICA CORPORATION

**Exec Dt:** 12/18/2008

**Assignee:** OMNITURE, INC.

550 EAST TIMPANOGOS CIRCLE  
OREM, UTAH 84097

**Correspondent:** HANNAH TRAN

650 CASTRO STREET  
SUITE 220  
MOUNTAIN VIEW, CA 94041

**Assignment: 6**

**Reel/Frame:** 023040/0752

**Recorded:** 12/30/2008

**Pages:** 8

**Conveyance:** SECURITY AGREEMENT

**Assignor:** OFFERMATICA CORPORATION

**Exec Dt:** 12/24/2008

**Assignee:** WELLS FARGO FOOTHILL, LLC

2450 COLORADO AVENUE, SUITE 3000 WEST  
SANTA MONICA, CALIFORNIA 90404

**Correspondent:** SANDRA P. THOMPSON

16400 VON KARMAN AVENUE, SUITE 800  
IRVINE, CA 92612

**Assignment: 7**

**Reel/Frame:** 023538/0281

**Recorded:** 11/17/2009

**Pages:** 3

**Conveyance:** RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).

**Assignor:** WELLS FARGO FOOTHILL, LLC

**Exec Dt:** 10/23/2009

**Assignee:** OFFERMATICA, INC.

PIER 1 BAY THREE  
SAN FRANCISCO, CALIFORNIA 94111

**Correspondent:** ROBERT C. KOWERT

P.O. BOX 398  
AUSTIN, TX 78767-0398

**Assignment: 8**

**Reel/Frame:** 023538/0077

**Recorded:** 11/18/2009

**Pages:** 20

**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

**Assignor:** OMNITURE, INC.

**Exec Dt:** 11/12/2009

**Assignee:** ADOBE SYSTEMS INCORPORATED

345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

**Correspondent:** ROBERT C. KOWERT

P.O. BOX 398  
AUSTIN, TX 78767-0398

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TO:ROBERT C. KOWERT COMPANY:P.O. BOX 398

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
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NOVEMBER 19, 2009

PTAS

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P.O. BOX 398  
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RECORDATION DATE: 11/18/2009

REEL/FRAME: 023538/0077

NUMBER OF PAGES: 20

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 6067-00000/RCKASSIGNOR:  
CMNITURE, INC.

DOC DATE: 11/12/2009

ASSIGNEE:  
ADOBE SYSTEMS INCORPORATED  
345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

SERIAL NUMBER: 10356685

FILING DATE: 01/30/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: DISTRIBUTED DATA COLLECTION AND AGGREGATION

SERIAL NUMBER: 10609008

FILING DATE: 06/27/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: CAPTURING AND PRESENTING SITE VISITATION PATH DATA

TO:ROBERT C. KOWERT COMPANY:P.O. BOX 398

023538/0077 PAGE 6

SERIAL NUMBER: 11669152 FILING DATE: 01/30/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: DATA VISUALIZATION USING TABLES INTEGRATED WITH HIERARCHICAL PIE CHARTS

SERIAL NUMBER: 11583216 FILING DATE: 10/18/2006  
PATENT NUMBER: ISSUE DATE:  
TITLE: PRESENTATION OF SECONDARY LOCAL CONTENT IN A REGION OF A WEB PAGE AFTER AN ELAPSED TIME

SERIAL NUMBER: 10789665 FILING DATE: 02/27/2004  
PATENT NUMBER: ISSUE DATE:  
TITLE: METHOD AND SYSTEM FOR COLLECTING ONLINE MERCHANDISING DATA

SERIAL NUMBER: 10269050 FILING DATE: 10/11/2002  
PATENT NUMBER: ISSUE DATE:  
TITLE: SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR PROCESSING AND VISUALIZATION OF INFORMATION

SERIAL NUMBER: 10957671 FILING DATE: 10/05/2004  
PATENT NUMBER: 7617186 ISSUE DATE: 11/10/2009  
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM FOR SUCCESSIVE APPROXIMATION OF QUERY RESULTS

SERIAL NUMBER: 12101810 FILING DATE: 04/11/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: TRANSCUTANEOUS ANALYTE SENSOR

SERIAL NUMBER: 12010811 FILING DATE: 01/30/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PROCESSING AND VISUALIZATION OF INFORMATION

SERIAL NUMBER: 12010812 FILING DATE: 01/30/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PROCESSING AND VISUALIZATION OF INFORMATION

SERIAL NUMBER: 12330364 FILING DATE: 12/08/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

SERIAL NUMBER: 10037674 FILING DATE: 10/22/2001  
PATENT NUMBER: ISSUE DATE:  
TITLE: EVENT COLLECTION ARCHITECTURE

SERIAL NUMBER: 12205225 FILING DATE: 09/05/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: AUTOMATIC LINKING OF DOCUMENTS

SERIAL NUMBER: 10877488 FILING DATE: 06/25/2004  
PATENT NUMBER: ISSUE DATE:  
TITLE: CONTEXT-SWITCHING MECHANISM FOR FACILITATING CONTENT CREATION AND SOFTWARE DEVELOPMENT

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1. From: Inventors To: Fort Point Partners, Inc.

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2. From: Fort Point Partners, Inc. To: Offermatica Corporation

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Reel 018196, Frame 0614, or for which a copy thereof is attached.

3. From: Offermatica Corporation To: Silicon Valley Bank

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Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

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